

EFFECTIVE OUTREACH TECHNIQUES

Leadership Training Series - Citizens Committee for New York City

EFFECTIVE OUTREACH TECHNIQUES

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SURVEYS

1. Surveys are a key way to bring new members into the organization as well as to increase the participation of current members. There are many ways to use surveys to get information and ideas from members so your organization can be truly representative of the community and its concerns.
2. Use a survey when you are just getting started. Before your first general meeting distribute a survey to residents to find out what issues are important to them and what direction they want the group to take.
3. Taking a survey door to door is always better than putting it in someone's mailbox and waiting for a response. Going door to door with your survey will give people a chance to get to know association members face to face and, as is usually the case with personal contact, will make prospective members feel that you care about their input and ideas.
4. Distribute a survey at meetings and make it available at membership drives. The more you know about what issues concern the community, the more you can gear your work towards those issues and ensure greater participation.
5. When developing a survey, keep in mind the information you want to get from community residents:
 - What are the most important issues in the community?
 - What are the issues around which people will be willing to put in work?
 - What kinds of skills do people have?
 - What are the best meeting times and locations?
 - What are people's work schedules like?
 - What is the age, racial and economic make up of the community?

(These are just starter questions. Brainstorm and come up with others that fit your community)

ATTACHMENT D

SAMPLE SURVEY FOR BLOCK ASSOCIATIONS

NAME: _____ # IN HOUSEHOLD: _____

ADDRESS: _____ PHONE: _____ (EVE): _____

OCCUPATION: _____

1. How long have you lived on this block? _____
2. Do you find the block attractive? _____ Unattractive? _____ Neither _____
3. Do you find the block safe? _____ Dangerous? _____ Neither _____
4. Would you be willing to work with your neighbor to:
 - a) plant some trees and flowers? _____
 - b) make the block safer? _____
 - c) make the block cleaner? _____
 - d) paint an outdoor wall mural? _____
 - e) improve the lighting on the block? _____
 - f) organize a block social event? _____
 - g) improve city services on the block? _____
 - h) write a block newsletter? _____
 - i) other (please specify) _____
5. Do you have a skill that would be useful to the block association, such as carpentry, painting, writing, typing, designing, photography, working with electricity, being an organizer, fund-raiser, pep-talker, other? (specify) _____
6. Would you be willing to serve on a "steering committee" for the block association? _____ or, as the contact for your building _____
7. Are you interested in developing block-based services for homebound elderly _____; childcare cooperatives _____; single parent groups _____; housing clinics _____; youth recreation _____; adult recreation _____; food co-ops _____; dog-walking and petsitting cooperatives _____; intergenerational recreation _____; other _____?
8. Do you have any other suggestions for improving our block? _____

BLOCK ASSOCIATION SURVEY

	<u>Low</u> <u>Priority</u>	<u>Some what of</u> <u>a Priority</u>	<u>High</u> <u>Priority</u>
<u>Crime</u>			
Rape	_____	_____	_____
Burglary	_____	_____	_____
Robbery	_____	_____	_____
Drug Abuse	_____	_____	_____
Auto Theft	_____	_____	_____
Abuse	_____	_____	_____
Vagrancy	_____	_____	_____
<u>Sanitation</u>			
Abandoned Cars	_____	_____	_____
Vacant Lots	_____	_____	_____
Rat Infestation	_____	_____	_____
Garbage Pick Up	_____	_____	_____
Lack of Garbage Cans	_____	_____	_____
<u>Lighting</u>			
Street Lights	_____	_____	_____
Signal Lights	_____	_____	_____
<u>Buildings</u>			
Building Demolition	_____	_____	_____
Building Seal Up	_____	_____	_____
Building Code Enforcement	_____	_____	_____
<u>Education</u>			
Illiteracy	_____	_____	_____
Counseling	_____	_____	_____
Teenage Pregnancy	_____	_____	_____
<u>Elderly</u>			
Loneliness	_____	_____	_____
Meals on Wheels	_____	_____	_____
<u>General</u>			
Block Party	_____	_____	_____
Unemployment	_____	_____	_____
Public Assistance	_____	_____	_____

	<u>Low</u> <u>Priority</u>	<u>Some what of</u> <u>a Priority</u>	<u>High</u> <u>Priority</u>
<u>General</u>			
Loud Noise	_____	_____	_____
Pot Holes	_____	_____	_____
Stop Signs	_____	_____	_____
Sewers	_____	_____	_____
Lack of Trees	_____	_____	_____
Parking Regulations	_____	_____	_____
Green Thumb	_____	_____	_____
Sidewalks	_____	_____	_____
Transportation	_____	_____	_____

Other (specify) _____

BLOCK ORGANIZING SURVEY

1. How important is this block to you?

1
Not
Important

2
Slightly
Important

3
Important

4
Very
Important

2. In your opinion, what is the single biggest problem on your block? (Be specific.)

3. What are other major problems on your block?

4. Do you know anybody or any group that has tried to deal with one of these problems?

Yes_____

No_____

5. Is there anybody on this block that you or others go to when there is some problem like improving city services (light, garbage pickup, etc.)?

Yes_____

No_____

If yes, who? _____

6. Is there anybody on the block that seems knowledgeable about city government or neighborhood? _____

7. Is there or has there been a block association on this block?

Yes____ No____

Who are/were the leaders? _____

8. Do you think if people on this block were to work together they could deal with the problems of (answer to question 2 or other identified problems)? Yes____ No____

Yes or No, Why? _____

9. If we were to hold a meeting of your neighbors to deal with this problem, would you attend?

Yes____ No____

10. Where do you think would be the best place to hold this meeting? (in someone's home; on the street; in a church, community center, etc...)

11. Do you prefer to come to a meeting on a weekday evening or during the weekend?

FLIERS AND LEAFLETS

1. Easy to read: (legible and clear so everyone can understand)
2. Eye-catching: Use drawings or graphics if you or someone in the organization is artistic
3. Understandable: (Bilingual if necessary)
4. Factual
5. Contains date, time and place of meeting or event
6. Contains phone numbers of persons to contact for information (when appropriate)
7. Short and Sweet -- people have a tendency to toss fliers into the trash and will not read a lot of excess words.
8. Use local resources for printing and copying: Copy shops may print your fliers at no charge in exchange for free advertising space in your newsletter. Ask members if they have access to a copy machine at work.
9. Remember: If the flier is an announcement for a meeting, include the agenda on your flier. This will let people know what to expect and spark interest.

Sample Flier



WFA:1/28/79

THE THEATRE WILL FALL!

Tell ROBERT NAIFY, Chairman of United Artist Theatre Corporation, to tear his building down!

WHEN: Wednesday Night, Feb. 14, 1979
TIME: 7:30 PM
WHERE: St. Giobellis Church
328 Main St. - Fruitvale
(use Anne Street Entrance)

For More Information Call:

Fran Matterese 555-1211

or

Oakland Community Org. 555-6344

YOUR NEIGHBORS CARE, DO YOU?

sponsored by the Fruitvale Theatre Coalition, a member group
of the Oakland Community Organization

Purpose of Meeting - Visual
Clear. Action Statement:
Explanation:
Identification Block
Contact Information
Name of Organization

CLEAN UP 9TH ST.

BLOCK ASSOCIATION MEETING
at P.S. 122 Corner 9th and 1st ave
SEPT. 15 at 7.30 P.M. (WED.)

SWEEPUP SEPT 25 (SAT.)
12:00 noon to 4:00 PM



Artist: Joe Esposito

Use this space for
additional information

BLOCK ASSOCIATION MEETING

MONDAY, DEC. 6, 7:30 PM.
at the Boys Club, 10th st + Ave A

NEW MEETING PLACE



Artist: Joe Esposito

Mailing address:
Ninth St. A-1 Block Ass'n, c/o Day Care Center,
150 1st Ave., New York 10009